



商業空間類/休閒空間 TID 獎

The TID Award of Commercial Space/ Hospitality Space

廣州金逸富力海珠城電影院

METEOR CINEMA

壹正企劃有限公司

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CS-H-41-廣州金逸富力海珠城電影院	CS-H-41- METEOR CINEMA
<p>電影製作是一個漫長且艱鉅的過程，通常涉及多個繁複的階段，由構思一個故事，到選角、現場拍攝，以至後期編輯，所有步驟都經過精心策劃，最後的成品才可以呈現在觀眾眼前。每部電影背後，都涉及大量的人力物力，通常要用一年，甚至可能需要長達數年才能完成。儘管製片人默默付出了艱苦的努力，但觀眾只需安坐電影院，花上幾小時就可以欣賞到這些精心拍攝的作品！ 設計師希望透過今次這個以「流星雨」為主題的設計，向所有默默在背後為電影付出的製片人員致敬。流星雨其實是於夜空中，有許多的流星從天空中一個所謂的輻射點發射出來的天文現象，這些流星是宇宙中被稱為流星體的碎片，在平行的軌道上運行時以極高速度投射進入地球大氣層的流束。設計師想把流星雨的瞬間凝結，再展現在觀眾的眼前，讓他們靜心欣賞這難能可貴的天文奇景，從而感受電影人為每部電影的貢獻。甫踏進電影大堂，觀眾就會見到多條長方形立體的裝飾從天花板上向下延伸，它們由鋁板製成，再噴上兩種不同木紋圖案的油漆，以模仿流星雨劃破黑夜時的動態。為提升「流星雨」的動感，這些長方形立體指向兩個方向，設計師需要反覆在電腦及現場作調整，以確保每條長方形立體都能夠以最完美的角度出現。當觀眾到達走廊後，「流星雨」由長方形立體變換成以石材製成的長方片狀物。設計師想以另一種型態，來表達流星雨的另一意象，一條條片狀的長方體從地面向上延伸，令設計看起來更富時尚動感。這個概念一直貫徹至電影院內，多種顏色的長方形橫線出現在影院牆壁上，彷如許多流星從星空中某一 點向外散射而出。而在另一個影院設計中，牆壁則換上不同顏色及寬度的斜向長方形圖案，設計師更以舒適的床鋪來代替普通座椅，讓觀眾可以躺下來，靜心欣賞這場「流星雨」，並尋找那顆最閃爍的流星。</p>	<p>Our project Meteor Cinema is a 2-storey cinema located in a shopping mall in Guangzhou. Meteor is an astronomical observation where a bright trail of light appears in the night sky when a meteoroid enters the Earth's atmosphere. This beautiful scene only appears in the sky for a very brief moment, and then vanishes without leaving any trace behind. The process of filmmaking reminds us of Meteor. We all love watching movies, sitting in the dark, you escape from the reality for 2 hours and live the lives of someone else. However, we often forget the hard work behind the 2 hours of enjoyment. A movie takes years, or even decades, to complete; it's comprised of the hard work of a big team of people. We want to pay tribute to the filmmakers through the design of this cinema, to remind the audience of the passion and effort these people have cultivated into their relatively short-lived enjoyment. As you walk into the lobby, you will be stunned by a large-scale meteor shower in front of you. In the lobby, long rectangular-cuboid decorations extend from the ceiling, mimicking the motion of a meteor shower streaking through the sky. To enhance the three-dimensional vibrant atmosphere, the rectangular cuboids point at two directions. The designers had to adjust both on the computer and on set to make sure every piece is displayed at the right angle for the best overall effect. We adopted an earth color scheme for our design. Instead of using wood, which would inflict fire regulations, we used aluminium in creating the decorations. These aluminium plates are coated with wood patterns and two different shades of brown to create a wood-like effect. The edges of the cuboids are slightly slanted; the meteor look as if they are falling very quickly with this sharper edge, creating a dramatic contrast between the fast movement of the meteor and the fact that it's frozen and motionless in real life. Apart from the meteor shower in the ceiling, other features in the cinema, such as the signage and tiles on the wall, are also slightly slanted to match with the massive ceiling decoration. As you go up to the second floor by the escalator, you can enjoy the best view of the whole meteor shower. It is an interesting experience to get closer and closer to the ceiling feature, as if you are heading into the meteor shower. Walking through the corridor to reach the theatre, you'll find yourself walking in another form of meteor shower. The "meteor shower" transforms itself to flat rectangular shapes made out of stone, which look as if they are growing from the ground. The designers used this new object shape to illustrate another possible configuration of the meteor shower in a dynamic fashion. The concept of meteor shower continues through the auditorium. In each of the auditorium, the designers have created a different portrayal of meteor shower, enabling the audience to have a new experience when they watch movie in different auditoriums. For example, rectangular decorations are installed on the wall to imitate shooting stars radiating in the night sky. In another auditorium, instead of going in a diagonal direction, the trails of the meteor shower are horizontal. There is another auditorium where regular seats are replaced by beds, enabling the audience to lie down comfortably and enjoy the meteor shower before the movie starts. Through the design of the Meteor Cinema, the designers have created a sanctuary for the audience to get away from reality; from the moment they step into the cinema, they are in a completely different space. The cinema acts as a prelude of their experience with the movie, to prepare the audience for immersing themselves entirely in the movie world.</p>